

OpenEdge and Aurea Sonic 2013

Progress Exchange October 6-9, 2013 Hub Vandervoort CTO, Aurea Software

© 2013 Aurea Software

Agenda



Aurea Software – Company Introduction, Strategy & Positioning

Aurea 2013 Release Themes & Sonic 2013 – Release Highlights

Aurea Sonic Plus & Platinum Programs; Aurea Resource Connection

Aurea Formation History



Progress
Announces Divest
of "Non-Core"
Assets

GREAT CUSTOMERS
GREAT PRODUCTS
GREAT TEAM

April

2012

Sep

Oct

Dec

Who is Trilogy?

- 2nd largest, privately-held, US software company; founded 1989
- Thousands of customers across Europe, North America, APAC
- Multi-decade-long relationships with Global 3500 companies

Independent Corporation, Privately Held

Headquartered in Austin, TX

~1500 Customers & 275 Employees

Savvion, Sonic, Actional & DataXtend SI

Executive team





Scott Brighton
Chief Executive Officer



Dr. Mohammad Ketabchi *Chief Product Officer*



Eric LevineChief Marketing Officer



Hub Vandervoort
Chief Technology Officer

- Leela Kaza, SVP Services
- Todd Brooks, COO
- Patrick McClain, CFO

- Dan Mohan, SVP Value Assurance
- Curt Richtermeyer, SVP Sales
- Melissa Garza, VP Human Resources

Aurea Strategic Positioning



Top Three Strategic Differentiators

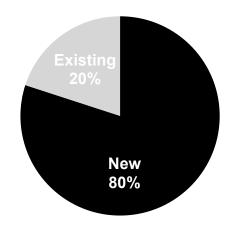
Aurea is <u>Privately-Owned</u>
 This enables possibilities not available as a publically-traded company

Aurea Core Philosophy



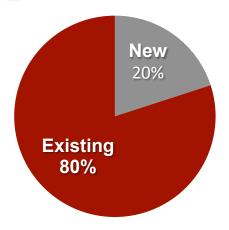
The Typical Model

- **GROWTH**
- 2 PROFIT
- 3 CUSTOMER SUCCESS



The Aurea Model

- 1 CUSTOMER SUCCESS
- 2 PROFIT
- 3 GROWTH



Aurea Strategic Positioning



Top Three Strategic Differentiators

- Aurea is <u>Privately-Owned</u>
 This enables a possibilities not available as a publically-traded company
- Primary Operating Metric is <u>Customer Success</u>
 Competitors say they want you to be successful... but ask them how they are paid!

Customer Success





100% CUSTOMER SUCCESS

- Every customer assigned two executive sponsors
- Twice annual meetings to review achievement & establish goals
- Establish crisp, meaningful success metrics *together*
- **Every** employee bonus tied to success

Aurea Strategic Positioning



Top Three Strategic Differentiators

- Aurea is <u>Privately-Owned</u>
 This enables a possibilities not available as a publically-traded company
- Primary Operating Metric is <u>Customer Success</u>
 Competitors say they want you to be successful... but ask them how they are paid!
- Aurea Operationalizes those two concepts with a Roadmap strategy towards Managed Services

Product Roadmap Themes



QUALITY

FASTER



Aurea2013

2014 +

TRANSPARENCY & VISIBILITY

EASIER

MOBILE SMARTER

Aurea Cloud Story

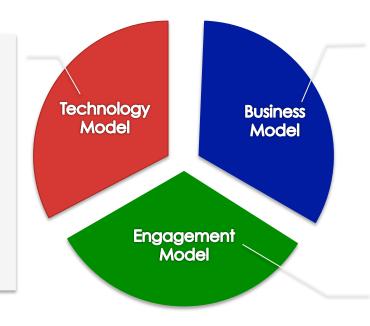


The Heart of the Managed Services Strategy... but mention "Cloud" and watch what happens...

SC gets caught up in Technical Drivers:

- Amazon EC2
- Elasticity/Auto-Scaling
- Location Transparency (vMotion)
- Multi-Tenancy with SLA Enforcement
- Metering/Billing
- etc. etc...

While all these are important, this is not exactly what the customer wants or needs...



AE gets caught up in Subscription Pricing:

- <u>CPU + 5yrs Maint</u> 5 yrs
- Customer does not want an amortized CPU
- What they really respond to is "Business-Value Aligned Pricing" (e.g. beds, passengers, visitors)

What the customer really wants:

- To simply run their business "USING" our software. They don't want to "OWN" it
- They do not want to handle the issues of lifecycle ownership (e.g. Install, Upgrade, Config, Tuning, Problem Diagnosis or Resolution)

Agenda



Aurea Software – Company Introduction, Strategy & Positioning

Aurea Product Strategy & Release Themes Sonic 2013 – Release Highlights

Aurea Sonic Plus & Platinum Programs; Aurea Resource Connection

Aurea Long-Range Product Strategy



Technology Products

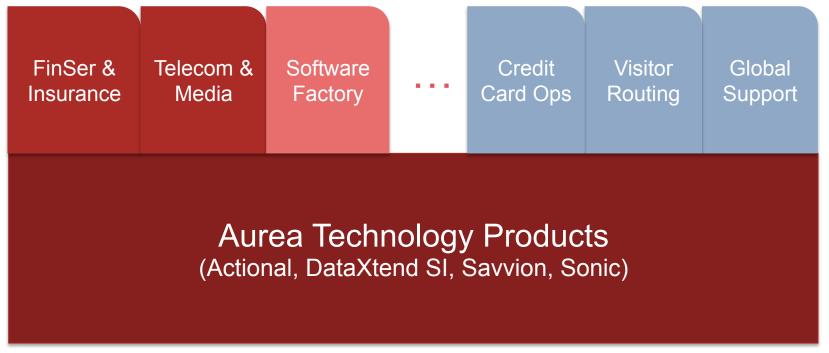
Enable the development and deployment of business solutions

Solution Products

Deliver significant business values to customers

Aurea technology products power solutions





Capabilities of Aurea technology products



	Actional		DXSI		Savvion				Sonic		All	
	Tran- saction	Policy	Com. Model	Data Trans- formation	Bus. Process	Bus. Rules	Bus. Events	Work Mgmnt	Integ. Process	Mes- saging	Analytics	HCI
Define	~	~	~	/	V	~	V	~	V	~	V	/
Execute		~		/	V	~			V	~	V	/
Monitor	~				V			~	~	~	~	
Analyze	V	~	~		V	~	~	~	~		V	
Improve	~		V		V	~	~	~	V		~	~
Govern	V	~	/		V	~	V	V	V			

Aurea 2013 Release Themes



Portfolio Theme: Easier Than Ever Before

Product release themes

Actional: Solve problems faster and simply

DXSI: Increase developer and team productivity

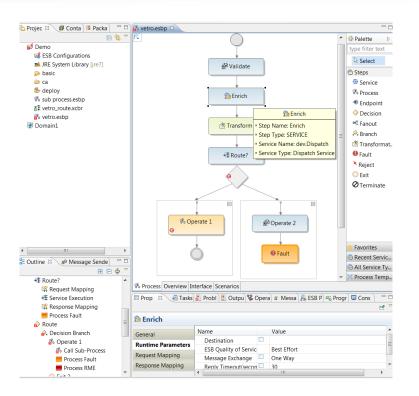
Savvion: Dramatically easier to use – by everyone

Sonic: Easier to develop and deploy



Dramatically Improved Developer Tools





Everything is no more than 2 Clicks away:

- Edit Runtime Parameters from the overview page
- Edit Processing Stages
 Directly
- Use Breadcrumbs to jump directly
- One Click Process Tracking
- ...and more

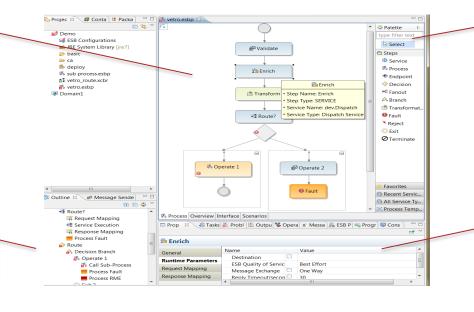


Processes Editor: Overview Page



New Look & Feel and Improved Visual Feedback

> New Outline View



Searchable Palette

Step Integration with the Properties View



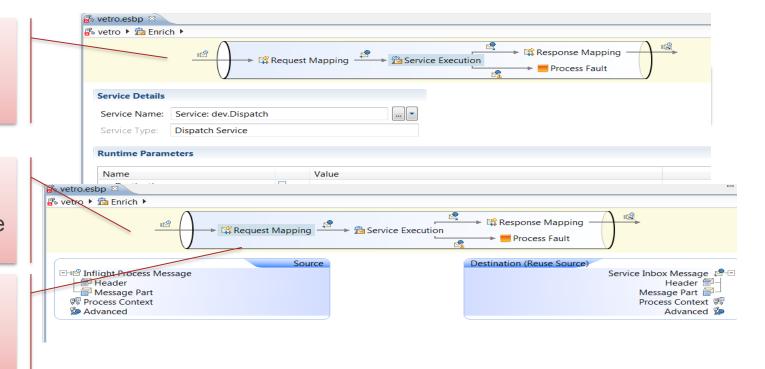
Processes Editor: Processing Stages



All Service Detail Pages Replaced with Single Page

Access any of the Processing Stages with One Click

Enable
Message
Mapping for
each Step

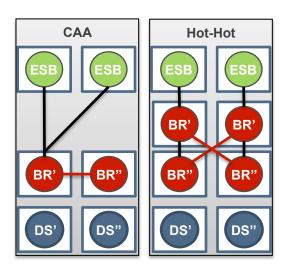


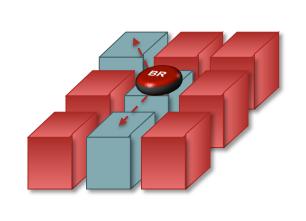


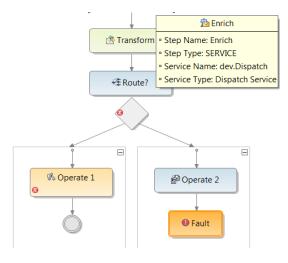


Easier to develop, deploy and operate; cloud-ready

Deployment requirements modeling, support for location transparency, dramatically improved developer tools







Deployment requirements modelling



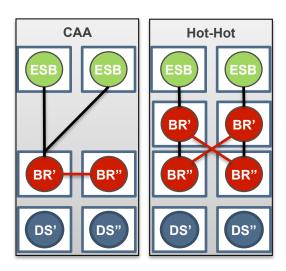
Choose
Deployment
Pattern

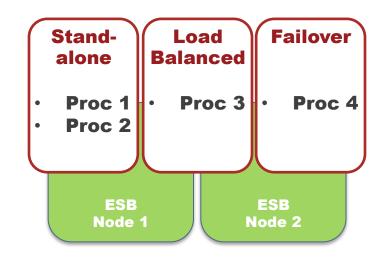


Define
Deployment
Requirements



Deployment Model Generated







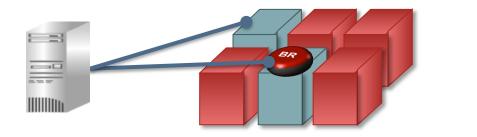
Location transparency



Sonic Clients dynamically discover broker locations

sonicrn://myBroker

Brokers auto-configure from the runtime environment; Amazon EC2 aware



myHostB

myHostA

No configuration changes at clients or brokers!





- Full Java 7 support and other new platforms
- Top-down Sonic Connect workflows (SOAP and REST)
- Sonic Connect scalability update
- Transformation Step as intrinsic process step
- Predefined Eclipse user libraries
- New ESB Service usage metrics
- Centralized management of Flow Control Monitoring Interval
- New SonicMQ Flow to Disk Metrics
- Database driver updates

Upcoming retirements and end of life



	Retired	End of Life
Actional 8.1.X	June 2012	June 2013
DXSI 8.4.X	Dec 2013	Dec 2014
Savvion 7.5.X	June 2013	June 2014
Sonic 7.6.X	April 2013	April 2014

For details on each product release visit the Aurea Support Page

Agenda



Aurea Software – Company Introduction, Strategy & Positioning

Aurea Product Strategy & Release Themes Sonic 2013 – Release Highlights

Aurea Sonic Plus & Platinum Programs; Aurea Resource Connection

Transparency and Visibility



Introducing Sonic Plus and Savvion Plus



- New offering, bundling Actional technology with Sonic & Savvion
- Enable complete transparency and visibility – even outside the bus or BPM
- Diagnose issues instantaneously
- Deliver guaranteed SLAs
- Resolve problems before they happen

Platinum is Not Just Support



Enabling Successful Solutions

Basic Support

"Support The Product"

Make It

Narrow Product

Reactive

Product Updates

Product Knowledge

Aurea Platinum

"Enable The Solution"

Make It Work

Broad Solution

Proactive

Solution Upgrades

Solution Context

Summary Comparison: Standard v. Platinum



	Standard	Platinum
CUSTOMER SUPPORT		
Customer Success Program	V	✓
Online Support Portal	V	✓
Patch and Update Releases	V	✓
Severity One Response Time	4 hours	Immediate
Platinum VIP Hotline		✓
Priority Issue Resolution		✓
SOLUTION SERVICES		
Upgrade Assistance Program		✓
Aurea Community Code Share		✓
Solution Wellness Program		✓
Access to Platinum Intelligence Center & Knowledgebase		✓
Access to Platinum Training Services		✓

Upgrade assistance through the Platinum Program





Result – Confidence you need to execute a smooth, successful upgrade!

Resource connection



Aurea 2013 Product Details

- Aurea Website: www.aurea.com
- Aurea 2013 <u>Product Brochure</u>

Upgrade Assistance and the Platinum Program

- Email <u>platinuminfo@aurea.com</u>
- <u>Platinum Program</u> Detailed Materials
- Webinar Recordings:
 - Aurea 2013 Product Launch
 - PLUS Program overview
 - 'Platinum Program' and 'Upgrade Options'

Summary



- Aurea: Great Products; Great Team; Great <u>Customers</u>;
 and a Great Future Ahead...
- Differentiated Strategy:
 - Privately Owned
 - Focused on 100% Customer Success
 - Platinum Program and Managed Services Accountability
- Technology Superiority and Innovation Leadership
 - Technology model; Business model; Engagement Model
 - Plus Program High Value Promotional Offers
 - Aurea 2013 Release and Future Roadmap (Vertical, Cloud, Mobile, Analytics)

Questions & Answers



Thank You!





Aurea Sonic 2013 Detailed Feature Review

Product Launch 2013

© 2013 Aurea Software



Problems Solved at Design Time

Problems in Developing ESB Processes



- Problem: Working with the Process Editor typically requires too much nesting and you can loose the tasks' context.
- Problem: Request or Response Message Mapping could not be enabled on a step-by-step basis.
- Solution: Provide this with one click away

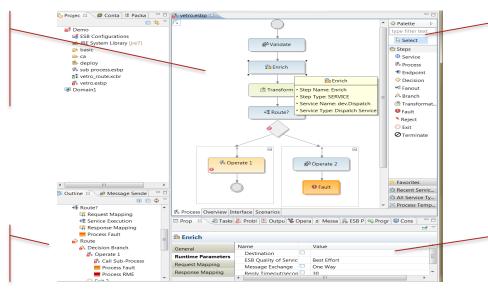
Processes Editor Improvements: Overview Page



New Look & Feel and Improved Visual Feedback

New Outline

View

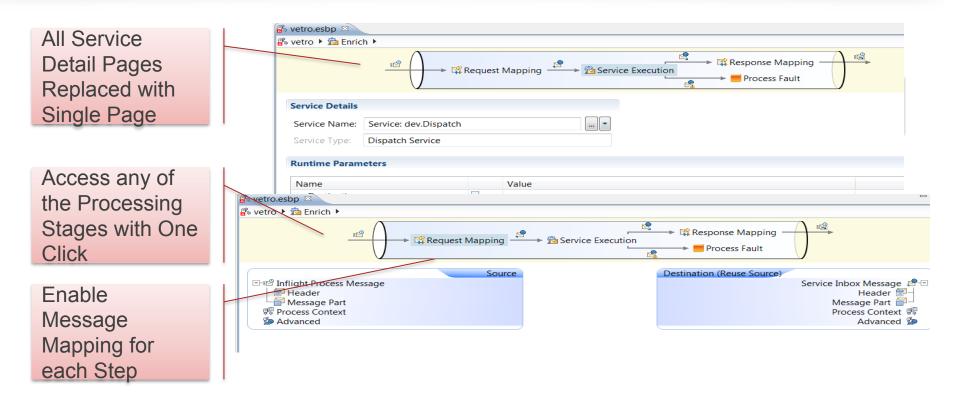


Searchable Palette

Step Integration with the Properties View

Processes Editor Improvements: Processing Stages

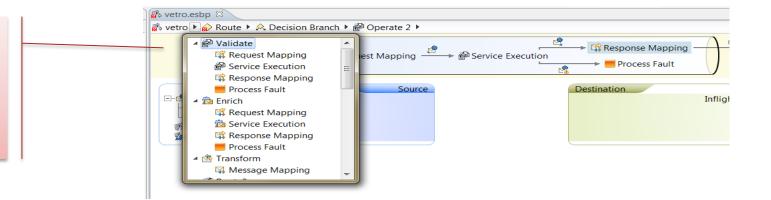




Processes Editor Improvements: 1-Click Breadcrumb Navigation



Breadcrumb can take you to any other step or processing stage immediately



ESB Configurations at Project Level



- See all ESB
 Configurations of the

 Project at once
- Open them without having to remember their path



Problems working with Process tracking

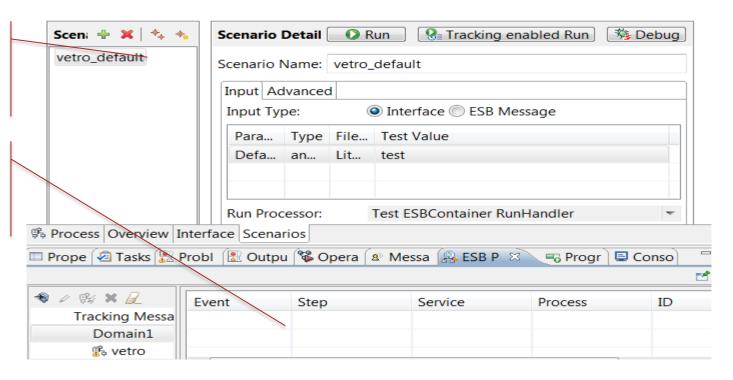


- Problem: Working with process tracking requires opening the process, changing the tracking level, adding it to the tracking view, ...
- Solution: Provide this with one click away

Process Tracking Improvements

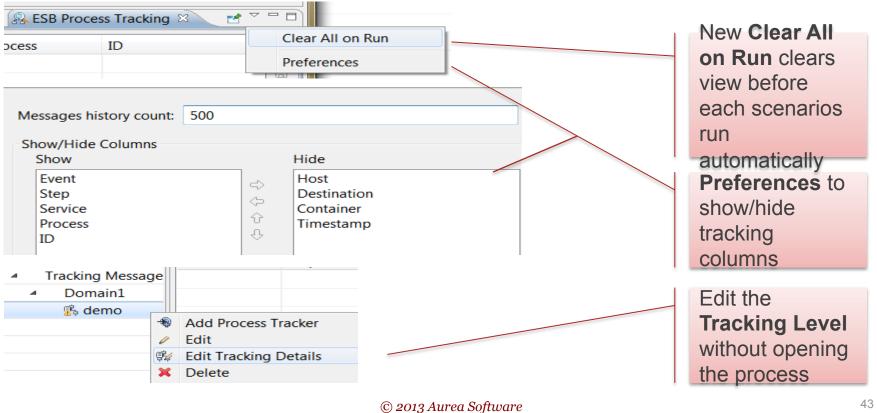


New Tracking
Enabled Run
enables tracking
on-demand
Automatically
adds to ESB
Process
Tracking view as
well



Process Tracking Improvements





Sonic Connect Problems



- Problem: Sonic Connect always requires a separate Project and you first have to define the operations invoked before using it in your process.
 - Why is it so difficult if all I had to do in Sonic 7 was to drag and drop a WSDL?
- Solution: Provide Top-Down Sonic Connect workflows and other enhancements

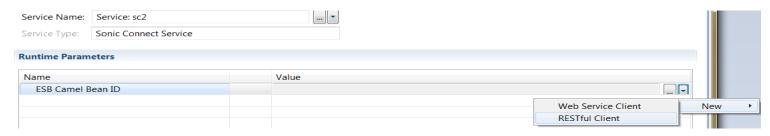
Top-Down Sonic Connect Workflows



 Drag and Drop of a WSDL creates a Sonic Connect Web Service not a V7 one.



 Create New RESTful or Web Service Client directly from Sonic Connect Step



Optional Generic RESTful Client



Skip creation of the generic client in new Sonic Connection Project wizard

Add it later in the Sonic Connect Editor if you really need it

Create a Sonic Connect Project ① Create a Sonic Connect project with a default Sonic Connect service Project name: sc_demo ② Use default location Location: C:\Sonic 2013\Workbench8.6\workspace\sc_demo Choose a Project type ③ Sonic Development Project ⑤ Sonic Connect Project □ Create a Generic RESTful Client

Sonic Connect Editor

Open default Sonic Connect service configuration



Sonic Connect Scalability Update



- Third Party Upgrades
 - Apache Camel 2.10 (was 2.1)
 - Apache CXF 2.6 (was 2.2)
 - Jetty 7.5 (was 6.1)

Benefits

- Improved scalability by avoiding blocking while waiting for response from itinerary (uses asynchronous processing overhaul in Camel and CXF).
- Java 7 Support

Transforming Messages

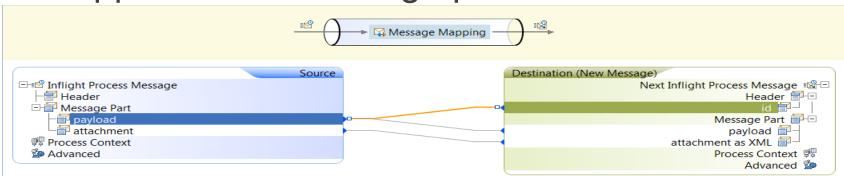


- Problem: The Transformation Service just supports multiple message parts just with custom code and it is always XSLT
- Solution: Provide an explicit transformation step and generally enhanced graphical mapping

Transformation Step replaces Transformation Service



- Graphical Message Mapping
- Support for all message parts and headers



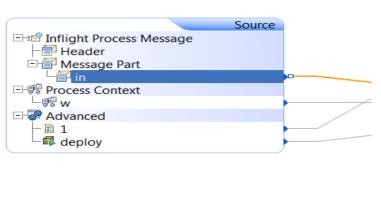
New Graphical Mapping Features



- New Look & Feel
- Flattened Message
 Structure



- Encode and Decode Binary
- Hex or Base64



Edit Namespaces...

Transformation		
Transformation Type:	Encode Binary	₩.
Encoding Option:	HexBinary Encoding	•

ESB Service Type Development



- Problem: How to write services supporting custom metrics and notifications?
- Solution: Introduce Sonic Foundation Classes based ESB services as new default.

Sonic Foundation Classes

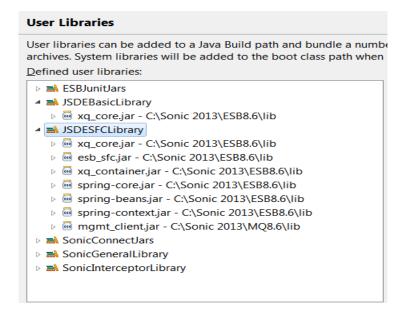


 Sonic Foundation Classes (SFC) template is the default for new ESB Services

Predefined Eclipse User Libraries



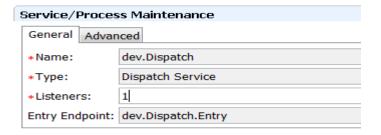
- Custom ESB Services or Interceptors projects made portable
- Projects use Libraries instead of local paths
- Backed by a single Classpath Variable SONIC_HOME



ESB Service Layer Improvements: Concurrent Calls



- Separated Number of Listeners from Concurrent Calls
- Listeners now just define number of JMS sessions
- Concurrent Calls define how many threads can enter an ESB service instance



Service/Process Maintenance	
General Advance	ed
Startup Priority:	o
Concurrent Calls:	-1



Problems Solved Moving to Production

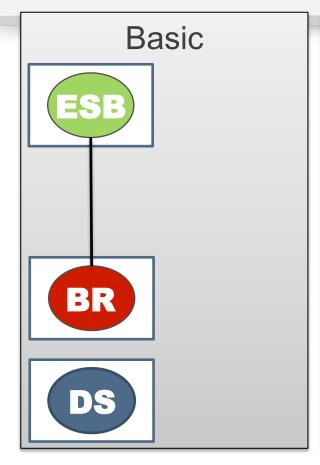
Deployment Topology and Process Capabilities

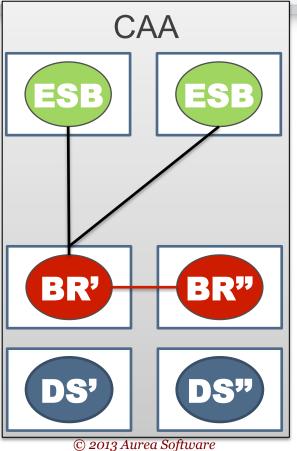


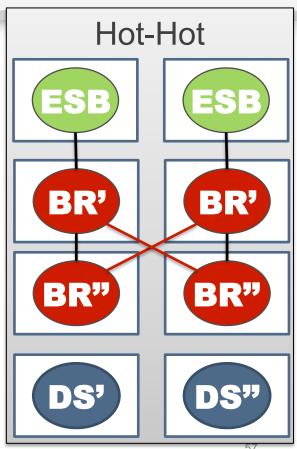
- Problem: Once done with development how do I move my project to testing and production?
- Solution: Brand new deployment topology tooling focusing on most used Logical and Physical Deployments

Most Used Logical Deployment Patterns







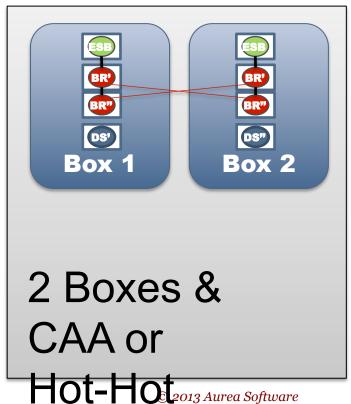


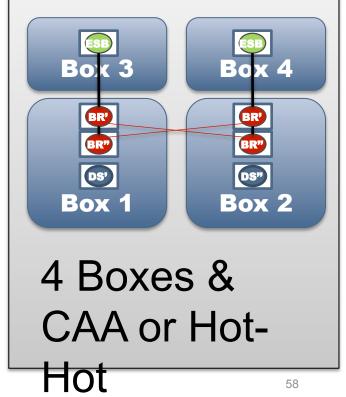
Most Used Physical Deployments





1 Box & Basic

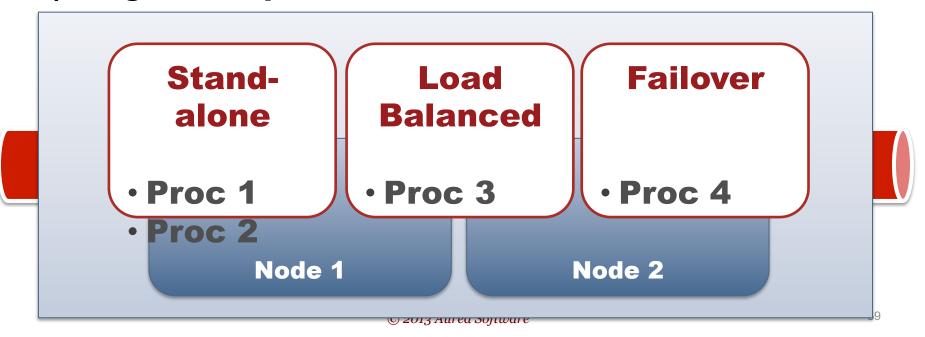




Process and Service Level Topology Tooling



- 1) Choose a Deployment Pattern
- 2) Drag and Drop Processes onto Functional Areas



Topology Improvements



3) Generate an SDM Model

- Generated Artefacts:
 - Service Instances
 - Entry, Exit, Fault and RME endpoints
 - ESB Connections
 - ESB Containers
 - MF Containers
 - Brokers
 - Clusters
 - Queues/Topics



Problems Solved Operating Sonic

Continuously Improve Operations

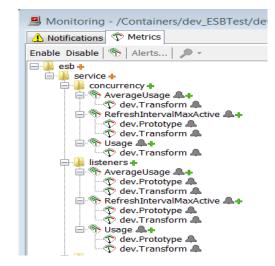


- Problem: How do I tune a Sonic ESB deployment?
- Solution: Let the services report on current and average usage.

ESB Service Layer Improvements: New Metrics



- New Metrics for ESB Services
 - RefreshIntervalMaxActive
 - Usage
 - AverageUsage
- Both for Listeners and Concurrent Calls

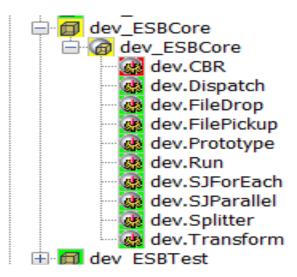


ESB Service Layer Improvements:



Sub-component status reporting

 Offline ESB Services will render containers yellow



Flow Control Monitoring

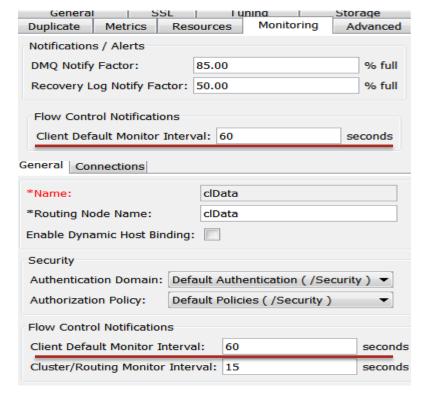


- Problem: How do I find out if a messaging producer is blocked?
- Solution: SonicMQ will turn on flow control monitoring by default and without requiring restarts.

Default Flow Control Monitor Interval for JMS Clients



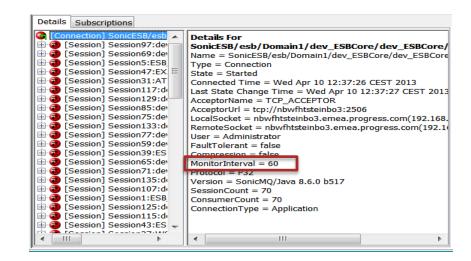
- Changed the default from 0 seconds to 60 seconds
- Broker or Cluster-wide setting
- Changes are applied dynamically to all subsequent connections



Monitoring Interval Information per Client



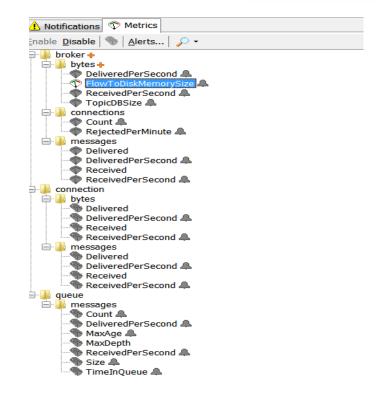
- To find out the Monitoring Interval in effect use the JMS Connection View
- Actual Value available on a per connection basis



Blocked Producers despite Flow to Disk?



- Even with unlimited Flow to Disk a client can run into flow control ~500,000 messages
- New Metric FlowToDiskMemorySize showing current usage
- New Alert for high and low thresholds



Seamless Operations



- Problem: How do I seamlessly run Sonic on physical hardware, virtualized environments or in the cloud without manual interventions?
- Solution: Make it agnostic to location and network changes.

Location Transparency in Configurations



- If you want to move a broker to a new machine you have to change at least three things
 - Broker Acceptor
 - JNDI Clients
 - ESB Clients
- Many times there are many more places to change
- In future you will not have to change them at all

Location Transparency in Client Configurations



- New Discovery Protocol sonicrn://<routing node name> [?acceptor=MY ACCEPTOR]
- Routing Nodes can be either clusters or brokers
- URL resolves dynamically to all MY_ACCEPTOR of the given routing node
- Supported Client Configurations
 - JNDI Connection Factories
 - ESB Connection Configurations

Discovery Protocol 'sonicrn' and JMS Clients



- Location Changes of broker peers are fully transparent to CA clients
 - Zero-Downtime of the clients
 - Seamless failover
- Client caches resolved URLs
 - Update only on change

Location Transparency in Broker Configurations



- Dynamic Host Binding auto-configures Brokers and Cluster from the runtime environment
- Auto-Configured Broker Configurations
 - Acceptors
 - Interbroker Acceptors
 - Replication Connections

Broker Dynamic Host Binding



Turn it on at General SSL Tuning Storage Duplicate Metrics Resources Monitoring Advanced Broker or MgmtBroker *Name: Cluster Level *Control Number: Product Information... Enable Dynamic Host Binding: <a>V Acceptor now takes hostname General SSL from target Parameters TCP_ACCEPTOR *Name: machine *URL: tcp :// : 2506 :// External URL: tcp Replication Replication Connection *Name: Replication Connections too Protocol: TCP take hostname Primary (Hostname or IR Address): from target 22506 Primary Port: machine Backup (Hostname or IP Address): Backup Port: 22506 74 © 2013 Aurea Software

Amazon EC2 Integration



- Amazon EC2 meta data APIs used to retrieve public and private hostnames
- Broker Acceptors and Replication Connections listen to the private hostname
- Both Public and private hostnames are reported to clients in sonicrn:// resolved URLs

Miscellaneous Items



- DataDirect Driver update to 5.1 and rebranding
 - New classnames are com.aurea.sonic
- Java 7 is default
- XML Server tools and BPEL Server are removed.







Aurea 2013 Actional, DXSI & Savvion

Product Launch Summary Review

© 2013 Aurea Software





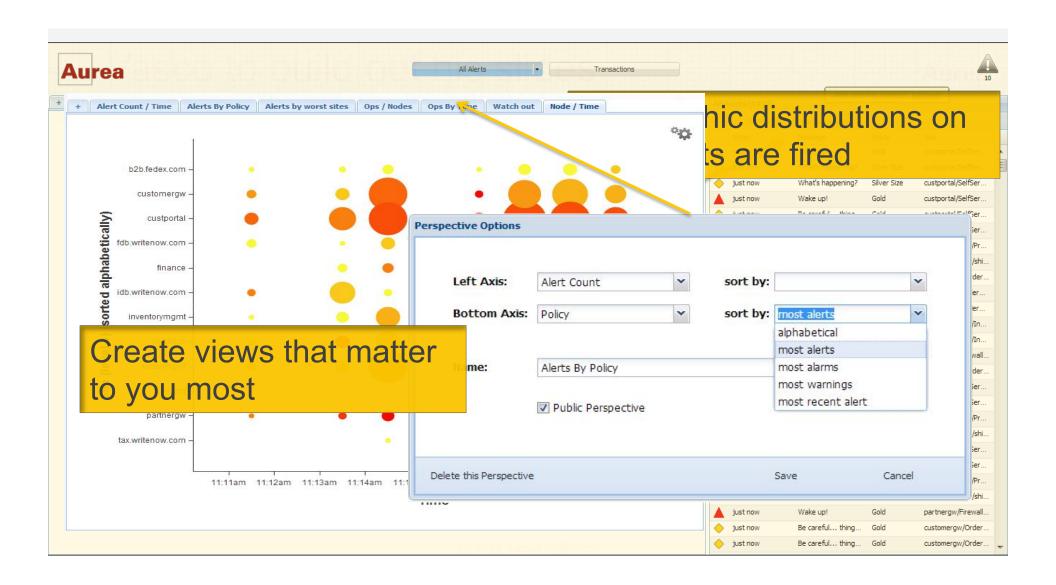
Solve Problems Faster

Create, view, analyze and take fast action



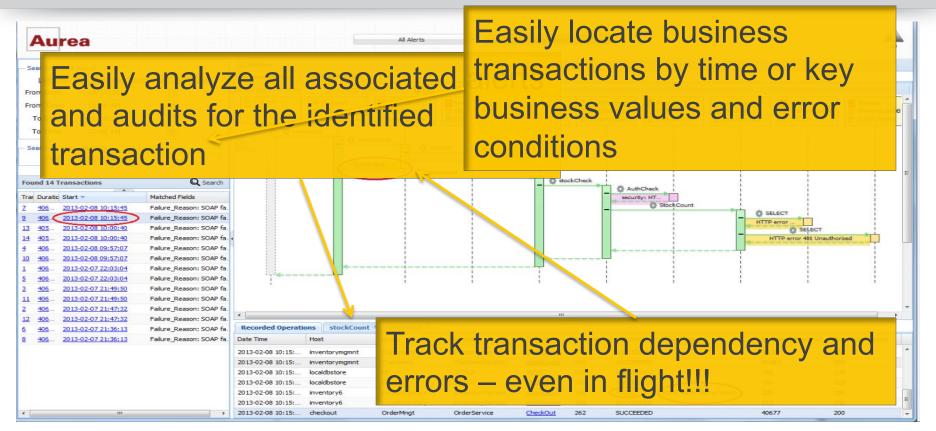






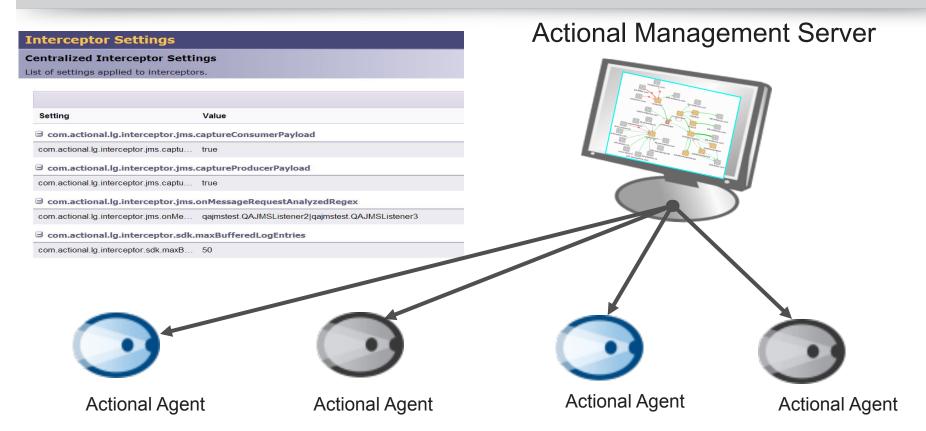
Easily identify business transaction issues Aurea





Centrally-defined Interceptor settings





Introduced OAuth & REST support in Al



https://localhost:4443/sst/ ×	
Aurea Aurea	REPRESENTATION PERFORMANCE FIREWALLS IDENTIFIER HYPERMEDIA ARCHITECTURAL
Welcome to ACME Application OAuth 1.0 demo Client wants to access OAuth 1.0 demo Application.	REPRESE A LA L
Specify the rights you are willing to grant to it:	OCTURNOON CHOSE 5
Rights	CTATELESS
☐ Get Balance	THE NICLLERS
Withdraw	TRANDITION
Deposit	UNIFORM SERVICE
	VOCABULARY OMPONENT
Credentials	ADDRESS KING TEWN STORE COLLEGE
Username	RECOURCE PLANTONAL
Password	RESURENTION
Token Lifetime (seconds): 3600	
Log in and Authorize application	
Log in and rationize application	

And that's not all...



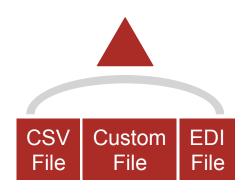
- Selectable default landing page for AMS
- Updated C++ SDK
- An updated set of Interceptors
 - New LDAP interceptor
 - Many version updates to the existing set

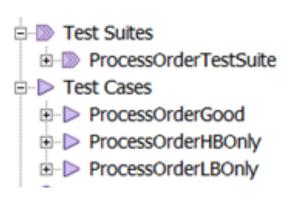


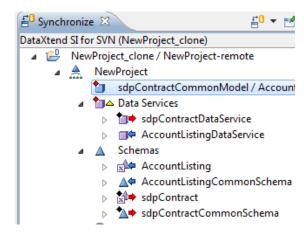


Increase Developer and Team Productivity

Broader file support, simpler change and test case management







Flat-file support

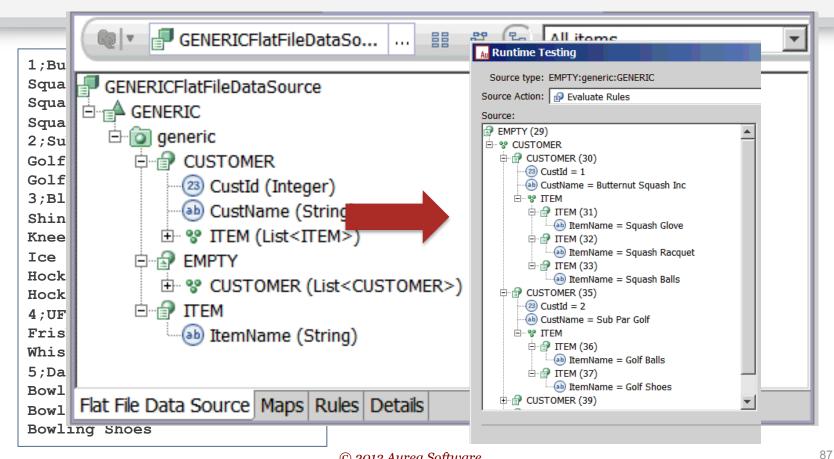


- EDI (including SEF)
- CSV
- Custom!

ACORD/AL3 [ACORD]	EANCOM	HIPAA	NCPDP [TELCO]
AHM780	EDIFACT	HL7	TRADACOMS
IATA/Cargo-IMP [CARGO] and IATA/PADIS [IATA]	Edig@s	NCPDP/SCRIPT [NCPDP]	X12

Custom flat file





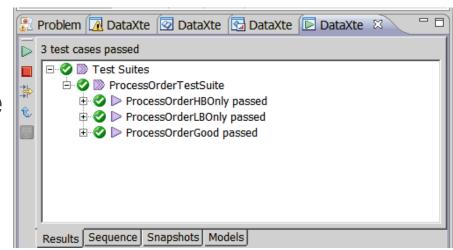
Test Suites



Define the test cases to be run together

in a suite

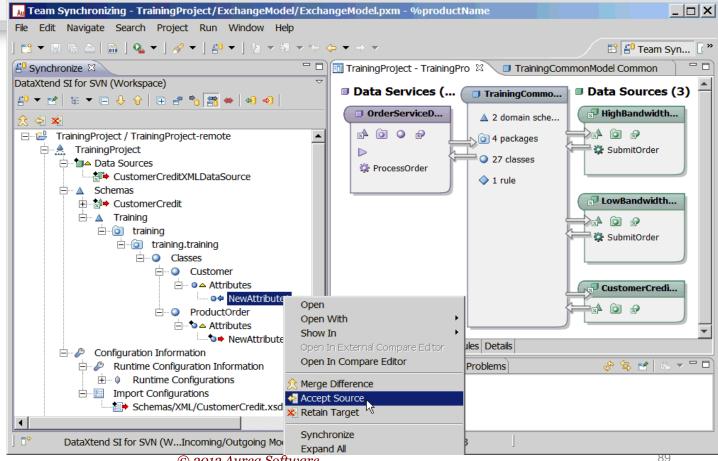
 Define the order of execution of those tests



Team Synchronizing

Aurea

- Use SVN to collaborate
- Resolve conflicts in a familiar way



© 2013 Aurea Software

And that's not all...



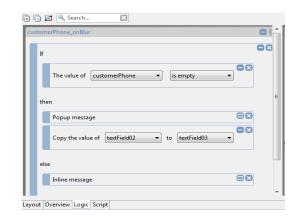
- XSD substitution groups support
- XML sample file import (no XSD)
- Multiple open projects
- Memory management
- Sharing of JARs in deployed data services

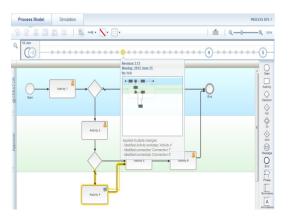


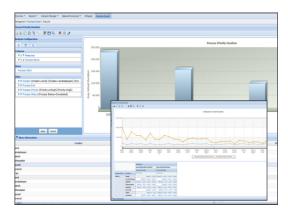


Dramatically easier to use – by everyone

Faster development, simpler modeling and simulation and easier to use business analytics



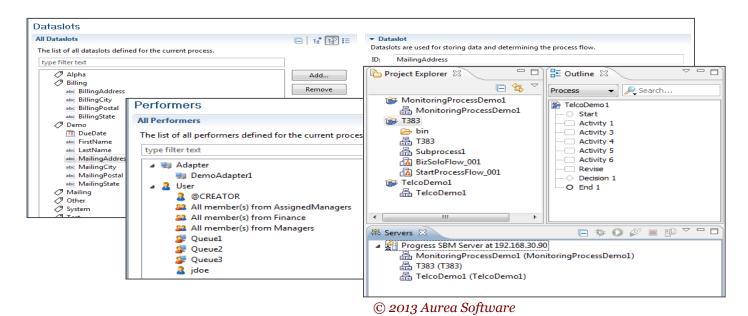




Easier to manage sophisticated projects

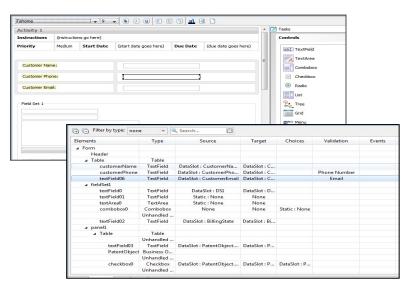


- Streamlined for large-scale process design
- Standard features such as search, auto-complete, tagging, etc.
- One-Click Deployment and project hierarchies



BPM success requires rapid implementation





- Powerful tools for UI design
- Create dynamic applications without coding
- Optimized for non-technical
- Doesn't restrict advanced users

Build solutions faster



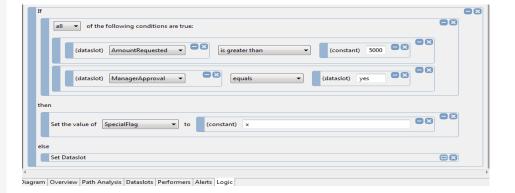
- Custom Logic without Custom Coding.
- Improves development accuracy and productivity.
- Does not limit the potential for highly advanced process design.

Traditional Coding

```
com.savvion.sbm.bizlogic.util.Session session = null;
com.savvion.common.jst.JSTools jst = new
com.savvion.common.gel.JSTools();
Object tmp = null;
java.util.List dsList = gel.toList(new String[]{"AmountRequested",
"ManagerApproval", "SpecialFlag"});
jst.setDataslots(jst.getDataSlotRealValue(dsList));
jst.setDataslotMetadata(jst.getDataSlotMetadata(dsList));

if ((jst.compare("@AmountRequested", ">",
"5000")&&gel.compare("@ManagerApproval", "eq", "yes"))) {
    jst.copy("x", "@SpecialFlag");
} else {
    jst.copy("y", "@SpecialFlag");
}
```

Savvion 2013 with GEL

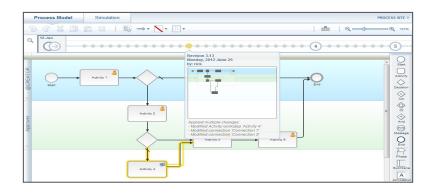


Exchange ideas in real time



Introducing "Process Edge":

Making BPM accessible to the entire organization Business Stakeholder and Business Analyst Collaboration Center



- 100% Web based designed for Cloud.
- Works on iPad and Android tablets.
- Changes seen in real-time by all logged in users.
- Detailed Revision History and Comparison
- Collaboration and Documentation Center
- Simulation on as-is and to-be scenarios.